What’s New for Podcast Producer 2

Session 613

These are confidential sessions—please refrain from streaming, blogging, or taking pictures.

What’s New for Podcast Producer 2

Kjell Bronder and Eric Circlaeys
Podcast Producer Engineering

Agenda

- Podcasting and its challenges
- Podcast Producer: The solution
- Top new features in Podcast Producer 2
- Q&A

Podcasting and Its Challenges

Meeting your customer’s expectations

Whatever. Podcasting. Whenever.

Creating Your Content

Publishing Your Content

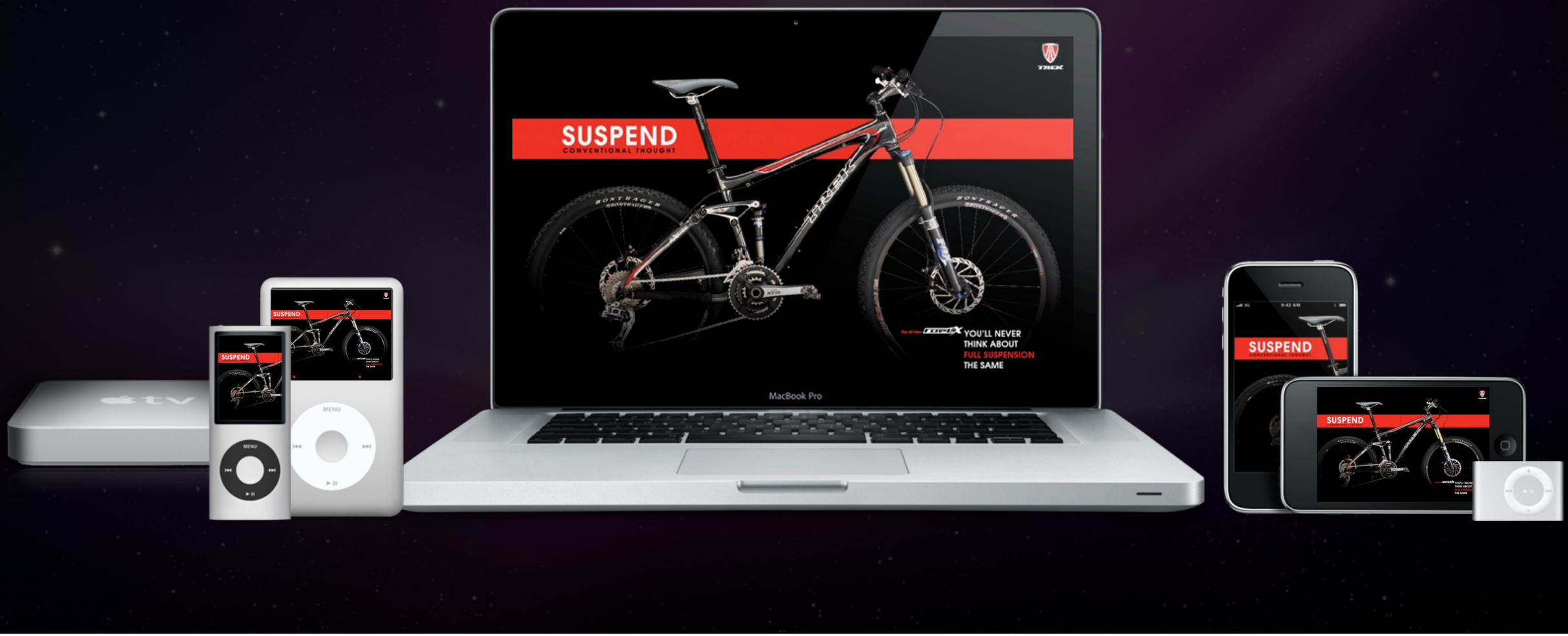
Blackboard

Sakai

YouTube™

RSS

Atom


SUSPEND
CONVENTIONAL THOUGHT
YOU'LL NEVER
THINK ABOUT
FULL SUSPENSION
THE SAME
MacBook Pro
SUSPEND
MENU
SUSPEND
9:42 AM
SUSPEND

SUSPEND
CONVENTIONAL THOUGHT
YOU'LL NEVER
THINK ABOUT
FULL SUSPENSION
THE SAME

SUSPEND
CONVENTIONAL THOUGHT
TREK
YOU'LL NEVER
THINK ABOUT
FULL SUSPENSION
THE SAME
MacBook Pro

SUSPEND
MENU

SUSPEND

Podcast Producer: The solution

Create. Process. Consume.

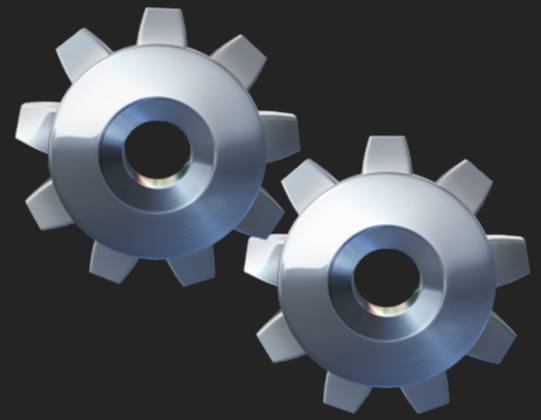
Podcast Producer

Demo

Eric Circlaeys

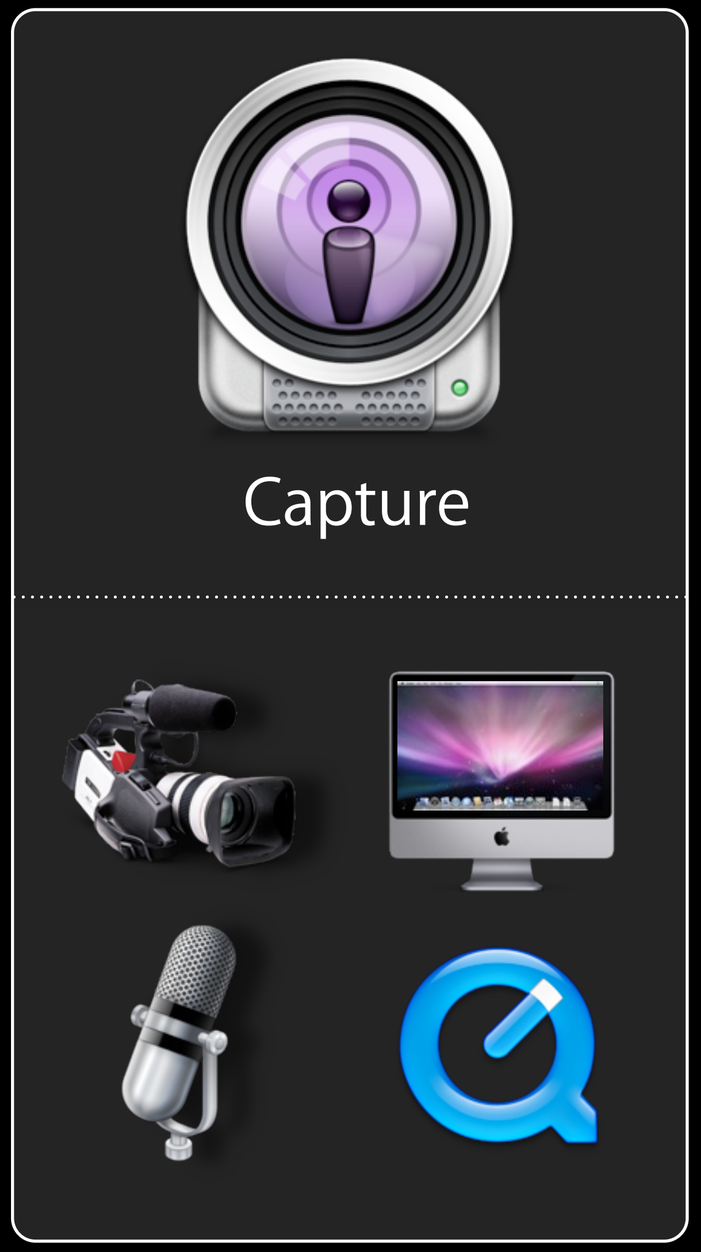
Podcast Producer

Capture



Process

Deliver



Podcast Capture

- Video and audio recording
  - Local
  - Remote
- Screen capture
- File submission
- Command line tool

```
$ man podcast
```

Server Technology

- Server process manages
  - Cameras
  - Workflows
  - Xgrid jobs
  - Security
- Administer with Server Admin

Server Technology

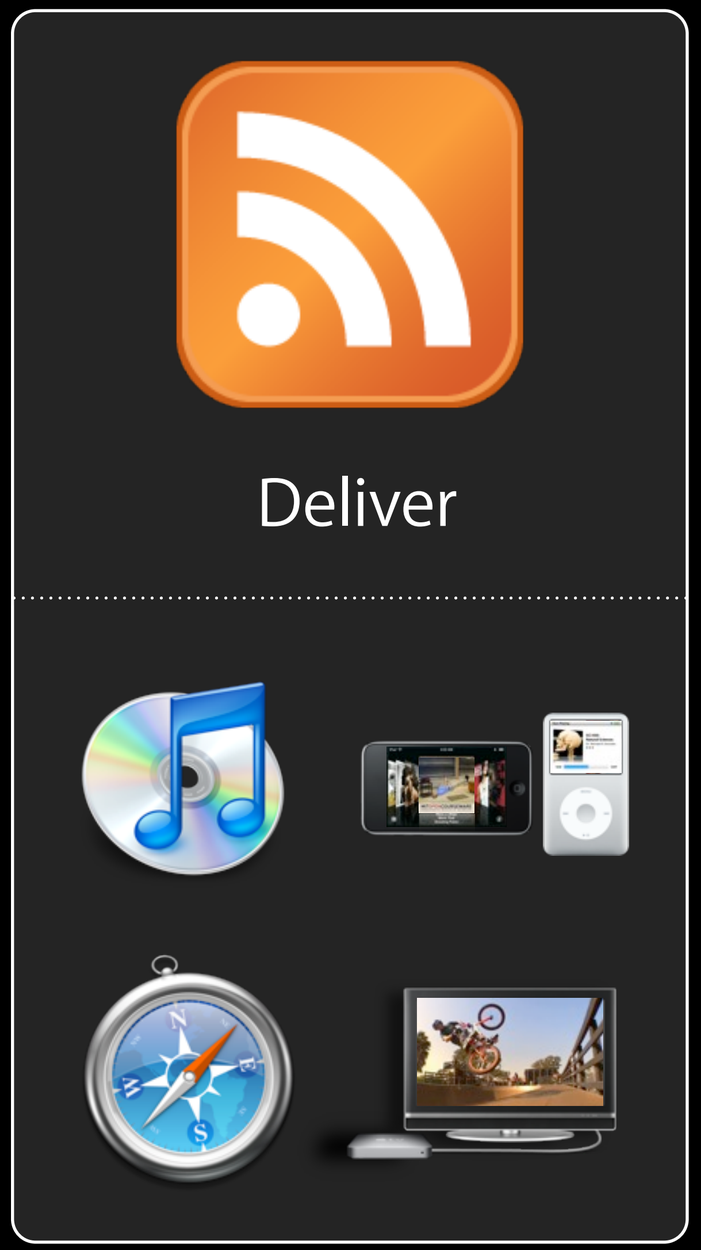
- Leverages Mac OS X Server
  - Open Directory
  - Web (Wiki and Blog)
  - Mail
  - NFS
- Scalability
  - Xgrid
  - Xsan

Workflows

- Podcast Producer's DNA
- Xgrid job
- Fully customizable
- Suite of command line tools

```
$ man pcastaction
```

OpenGL

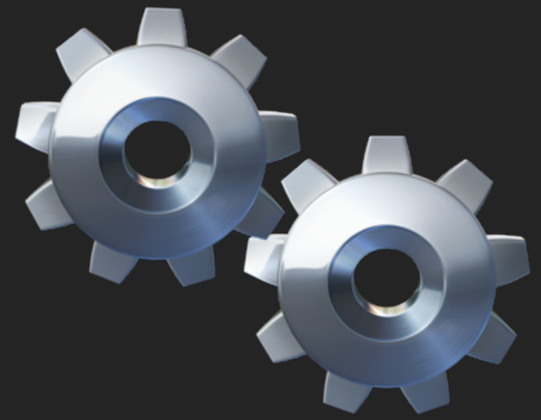


Delivery

- Publish
- Notify
- Consume
  - Apple TV, iPhone, iPod, Desktop
  - Safari, iTunes, QuickTime

Podcast Producer

Capture



Process

Deliver

Customers

- Higher Education
  - iTunes U
  - Collaboration
- K-12
  - Professional development
  - Class projects
- Business
  - Employee training
  - Product training
  - Corporate announcements
  - Marketing communications

From This…

From This… To This…

Top New Features in Podcast Producer 2

Dual Source

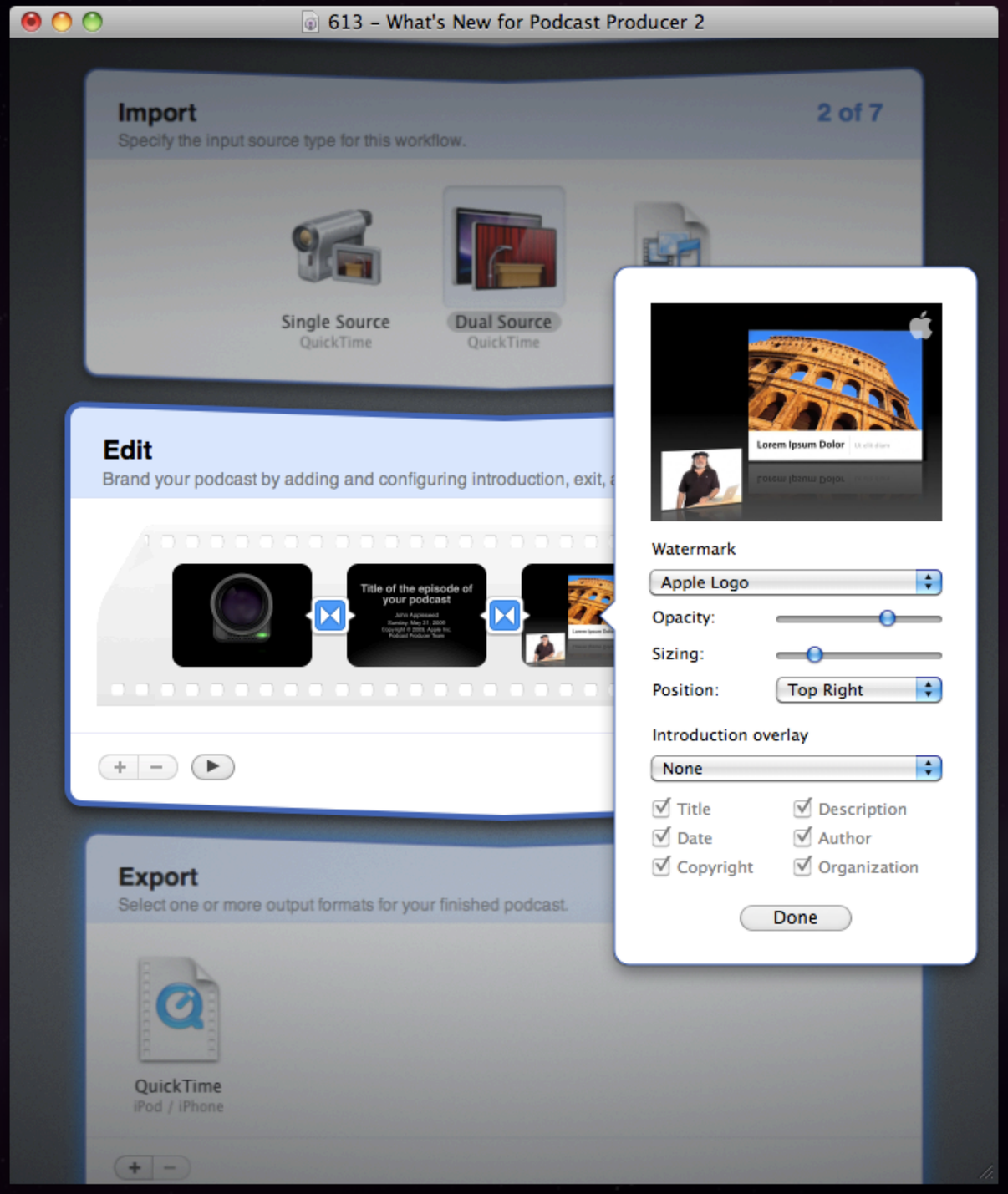
Dual Source

- Capture two video sources
  - Local and remote cameras
- Ideal for lectures and presentations
- Quartz Composer based layouts
- Automatic transitions
- Automatic chaptering

Podcast Composer

Podcast Composer

- Intuitive workflow editor
- Multiple workflow types
  - Single source
  - Dual source
  - Montage
- Simple editing and branding
- Workflow management


613 – What's New for Podcast Producer 2
Import
2 of 7
Specify the input source type for this workflow.
Single Source
QuickTime
Dual Source
QuickTime
Edit
Brand your podcast by adding and configuring introduction, exit,
Title of the episode of your podcast
Export
Select one or more output formats for your finished podcast.
QuickTime
iPod / iPhone
Lorem Ipsum Dolor
Watermark
Apple Logo
Opacity:
Sizing:
Position:
Top Right
Introduction overlay
None
Title
Description
Date
Author
Copyright
Organization
Done

Podcast Library

Podcast Library

- Centralized repository
- Atom and RSS
  - Industry standards
  - Easy integration
- Smart feeds
- Simplified management

Podcast Library

New simplified publishing model

Demo

Eric Circlaeys

iTunes U Integration

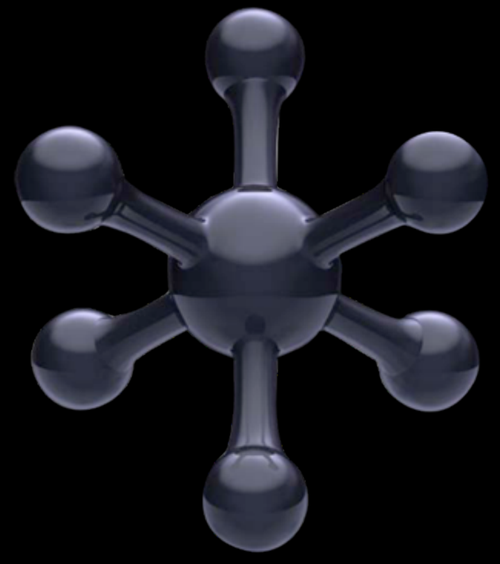
iTunes U

- One click setup
- Automatic syncing
- Host content with Podcast Library
- Easiest way to publish to iTunes U

High Availability

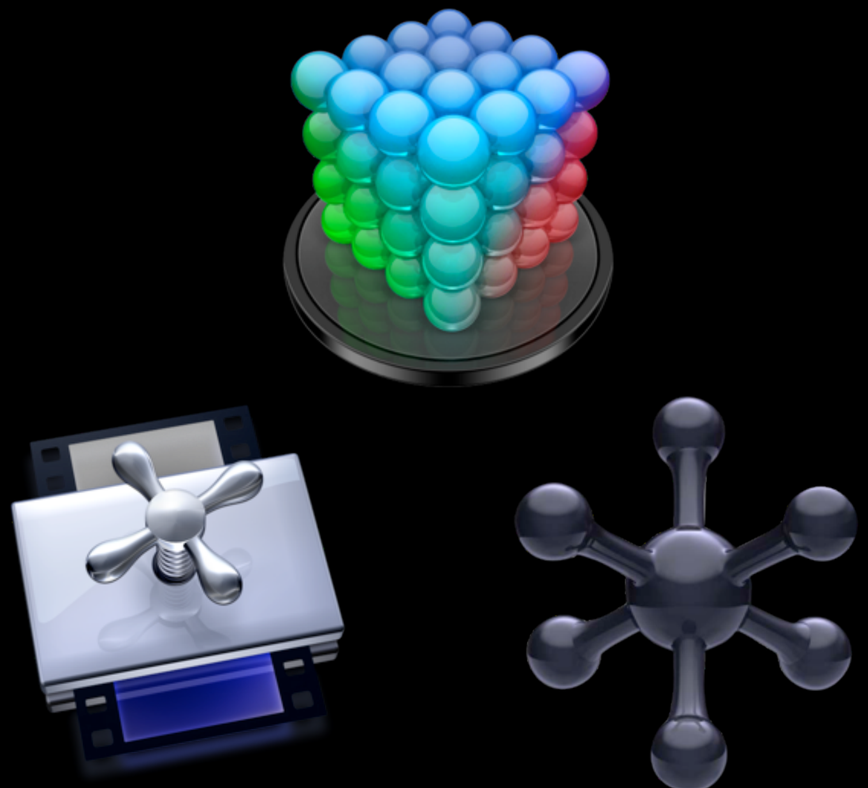
High Availability

- Automatic failover
  - Podcast Producer Server
  - Xgrid Controller
- Transparent to end users



Integration with Pro Video Application

Video App Integration



- Compressor
  - Custom encoding settings
- Qmaster
- Final Cut Server

613 – What's New for Podcast Producer 2

Edit

Brand your podcast by adding and configuring introduction, exit, and title movies.

3 of 7

Title of the episode of your podcast

Made on a Mac

Export

Select one or more output formats for your finished podcast.

QuickTime
iPod / iPhone

QuickTime
Apple TV

Compressor
MP3 for Audio...

Compressor
HDV 1080i60

Compre
3GPP E

Compressor encoder

3GPP EDGE

3GPP for EDGE network streaming

Compressor settings

Use remote Qmaster

Cluster Name

Password:

Done

Publish

5 of 7

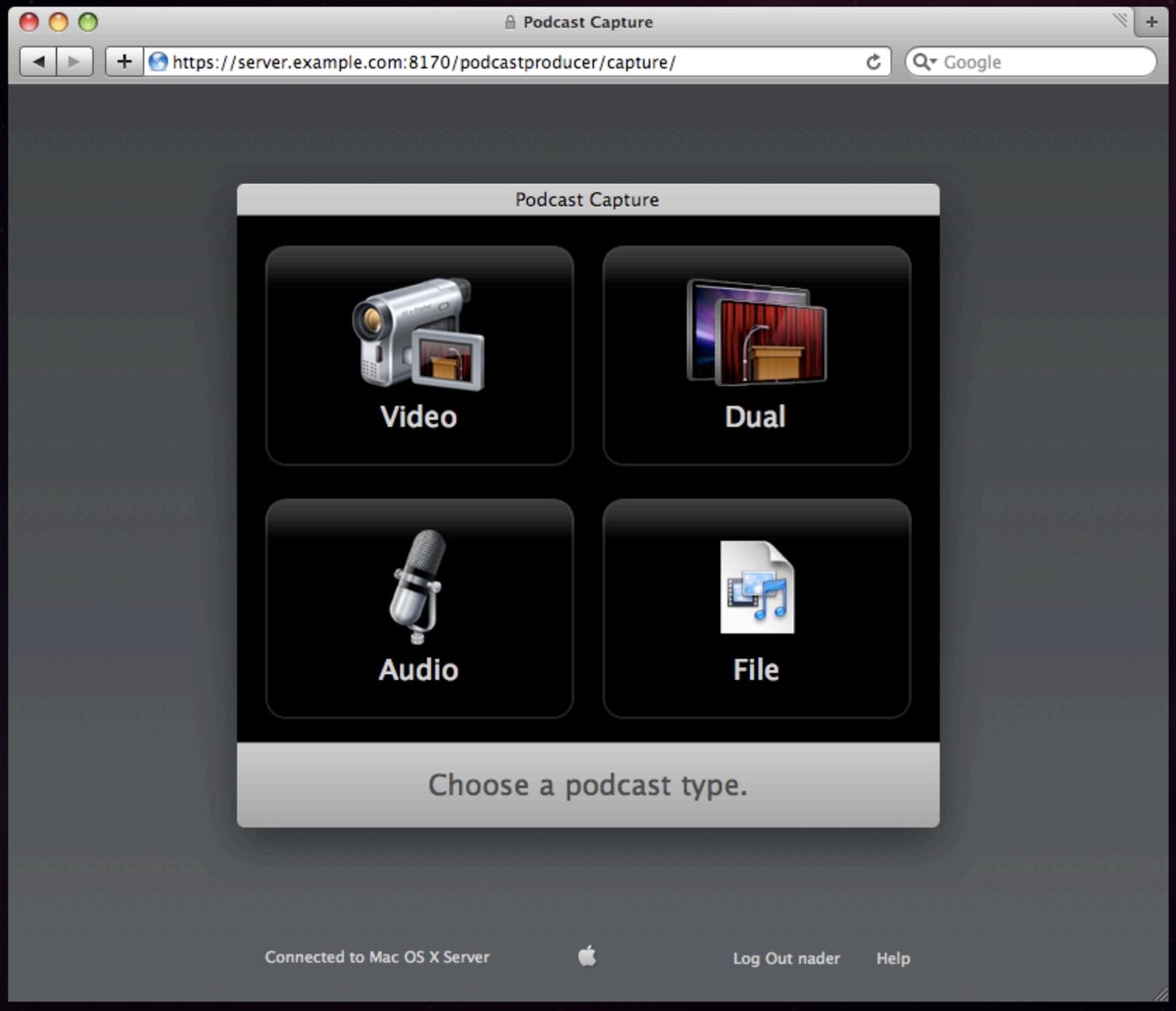
Specify a destination for the export formats of your podcast.

Library
Podcast Producer

Web App

Podcast Capture Web

- All modern web browsers
- Podcast Producer accessible from:
  - Mac OS X
  - iPhone
  - Windows
  - Other platforms


Podcast Capture
https://server.example.com:8170/podcastproducer/capture/
Google
Podcast Capture
Video
Dual
Audio
File
Choose a podcast type.
Connected to Mac OS X Server
Log Out nader
Help

Easy Setup

Simplified Setup

- Setup assistant in Server Admin
- Sets up all needed services
- Express setup mode
  - All-in-one in three clicks
- Standard setup mode
  - Easy integration

Podcast Producer Setup Assistant

Summary

Podcast Producer has been configured and started. Here's how to use it.

Podcast Capture

Capture and submit video, audio, or dual source episodes with Podcast Capture (part of Mac OS X 10.5 and later) or the Podcast Capture web application.

Podcast Library

Browse, stream, and download podcast episodes. Subscribe to any podcast feed in the library with iTunes and automatically sync it to your iPod, iPhone, Apple TV.

Podcast Composer

Customize your podcasts' look and feel by adding a unique watermark or intro video. Integrate your workflows with iTunes U, Wiki, and other publishing destinations.

Go Back | Done

Demo

Eric Circlaeys

Top New Features

Podcast Composer

Podcast Library

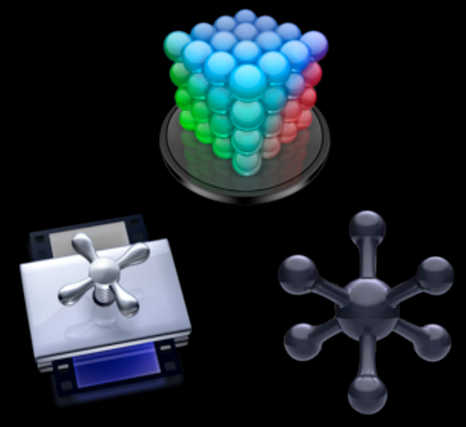
Dual Source

iTunes U Integration

Web App

Easy Setup

High Availability



Video App Integration

Related Sessions

Mac OS X Server State of the Union	Pacific Heights Monday 5:00PM
What's New for Podcast Producer 2	Russian Hill Tuesday 3:30PM
Podcast Composer In-Depth	Nob Hill Wednesday 5:00PM
Deploying Podcast Producer	Mission Friday 9:00AM
The Technologies that Empower Podcast Producer	Mission Friday 10:30AM

Labs

Podcast Producer Lab	Information Technologies Tuesday 5:00PM
Podcast Producer Lab	Information Technologies Friday 10:30AM

More Information

Mark Malone
Internet and Server Technologies Evangelist
podcastproducer@apple.com

Apple Training and Certification
http://training.apple.com

Q&A

WWDC Session Survey

You can rate your sessions on the WWDC Attendee Site.

Survey forms are located on each session description page at:

developer.apple.com/wwdc/attendee

WWDC09